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WAR FOOD ADMINISTRATION
Office of Marketing Services

MARKET NEWS HANDBOOK

Prepared
by
Market News Division
Dairy and Poultry Branch

Washington 25, D. C.
March 1945

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MARKET NEWS HANDBOOK

The purpose of this Handbook is to familiarize field office employees with some of the general policies, procedures and objectives of the Market News Division. It is not intended to give detailed instructions regarding every procedure, but to place emphasis on market news operation from a technical standpoint. No effort has been made to cover matters of a purely administrative nature. Revisions or additions may be made from time to time as conditions warrant or may require.

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I. Functions of the Market News Division

Market news is an activity carried on under a direct authorization and with funds provided by the Agricultural Appropriations Act. The functions of the Market News Division are indicated in the section of the Act dealing with market news, which reads in part as follows:

"Collecting, publishing and distributing by telegraph, mail or otherwise, timely information on the market supply and demand, commercial movement, location, disposition, quality, condition and market prices of livestock, meats, fish, and animal products, dairy and poultry products, fruit and vegetables, peanuts and their products, grain, hay, feeds, cottonseed, and seeds, and other agricultural products, independently, and in cooperation with other branches of the Government, State agencies, purchasing and consuming organizations, and persons engaged in the production, transportation, marketing distribution of farm and food products."

The purpose of the dairy and poultry market news service is to provide the various types of market information required by the dairy and poultry and related industries as a basis for the most intelligent production, marketing and distribution. Since the needs of various branches of the industry vary, daily market reports, weekly and monthly reviews, and annual summaries are provided. In general, such reports contain information regarding prices and supplies and demand conditions. All reports issued are available for free distribution.

THE STATE OF NEW YORK

OFFICE OF THE ATTORNEY GENERAL

ALBANY, NEW YORK

1911

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II. Scope of Dairy and Poultry Market News Service

To fulfill the functions of the Market News Division, various types of market information are collected, assembled, compiled and disseminated to interested persons for their use in connection with the particular phases of marketing with which they may be concerned. These types of information include statistics, prices and comments which are explained in the following.

Market Receipts

The term "market receipts" refers to deliveries or unloads at designated markets. Published receipts apply to terminal markets in cities or primary markets in the country, and include arrivals by rail, boat, truck and parcel post. Primarily, market receipts are indications of supplies arriving currently, but when used in connection with other data, such as changes in stocks, they also furnish a basis for calculating trade output in a given market or in a group of markets. Published data showing the origin of receipts by States serves the purpose of indicating sources of supplies for given markets, also shifts in sources of supply which occur from time to time. To some extent, current receipts may reflect production trends, but there are definite limitations to their use for such a purpose, due to the fact that at all seasons of the year there are inter-market movements of products of current production, and at certain seasons heavy movements of goods from cold storage warehouses.

Terminal Market Receipts

Rail receipts at terminal markets include actual unloads or deliveries within a designated territory (i.e., defined areas of individual cities), regardless of the nature of the railroad billing. Shipments billed with a designated market as final destination, with or without storage-in-transit privileges, are included in receipts if actually unloaded. Reports of local rail receipts (freight and express) are made up by rail carriers from way-bills, and the information reported includes quantities, shown by States in which shipments originated, except as follows: (1) In the case of shipments with a storage-in-transit privilege at any of the markets for which receipts are compiled, and which are later moved out of any of these markets to another city, the railroad reporting at ultimate destination has been instructed to give the original State of origin; (2) In the case of new shipments, or reshipments, the railroad reporting receipts gives the State of origin from which the new or re-shipment was made. Reports from rail carriers are received by mail or by telephone daily. Arrangements for these reports were made and are periodically checked by the Transportation Specialist from Washington.

Boat Receipts at terminal markets include actual discharges at designated markets of cargo for local delivery, with States of origin indicated. Arrangements for obtaining this information, and methods of reporting are similar to those for rail receipts.

Truck receipts at terminal markets of butter, cheese, eggs, and poultry are obtained from wholesalers, jobbers, chain store warehouses, cold storage warehouses, etc. Except for some products of nearby production, which may go direct to consumers, stores, restaurants, etc., truck shipments go principally to wholesale receivers or others in the above-mentioned group. Individuals and firms provide regular periodic reports on special forms as to the quantities received by truck from sources outside of the local market proper, with States of origin indicated. Truck receipts of fluid milk, cream and condensed milk (bulk) are obtained direct from milk distributors.

Parcel post receipts at terminal markets are reported by local Post Office officials. These apply to eggs only.

Primary Market Receipts.

Primary market receipts include deliveries to points in the country where products are assembled for grading, packaging, or other preparation for shipment, in plants operated by independent buyers, carlot shippers, packers, cooperative associations, or other types of marketing firms or agencies. In the case of eggs and poultry, receipts compiled weekly are those reported by operators of approximately 225 plants in 17 Central Western States, 65 plants in the Pacific Coast States (eggs only), and 35 Eastern egg auctions and producers assembling plants (eggs only). The reports are compiled for publication at the Chicago and Pacific Coast field offices, and at Washington, respectively.

Units Used for Market Receipts

Terminal market receipts of butter, cheese, frozen eggs and dressed poultry are published in terms of gross pounds, because this unit is the basis upon which railroad reports are furnished. Gross pounds may be converted to other units such as net pounds, or packages (tubs or boxes) in the case of butter, by the use of proper conversion factors. Conversion factors are changed from time to time, owing to changes in the types of packages used by shippers. Eggs are reported in terms of 30 dozen cases. Live poultry receipts at New York by freight are reported in terms of cars, and express and truck receipts are reported in terms of pounds. Conversions to or from a carlot equivalent may be made by using 16,000 pounds per car as a basis. Chicago receipts of live poultry are shown in terms of pounds. The average weight used for cars of live poultry at Chicago is 14,000 pounds, on the basis of 140 coops per car, with average net weight per coop figured at 100 pounds. San Francisco receipts of live poultry are reported in terms of pounds. Coops at San Francisco average approximately 90 pounds each. Milk, cream, and condensed milk (bulk) are reported in terms of 40 quart (10-gallon) units.

CARLOT SHIPMENT REPORTS

Reports of carlot shipments of eggs from Pacific Slope States are compiled in the San Francisco office from information obtained direct from rail carriers. As in the case of market receipts, these reports are also prepared from waybills. They show shipping points in the States covered (California, Oregon, Washington, Utah and Idaho), and primary destinations, i.e., points to which cars were destined at time of original billings. Carlot shipment reports do not take into account diversions which may occur after original shipments start moving.

PRICES

The following are types of market prices which apply in terminal markets:

1. F.o.b. Prices: These are receivers' buying prices for products bought on a delivered basis.
2. Wholesale Prices: These are selling prices in the market proper of quantities which according to local custom constitute wholesale business. Wholesale business may be classified under at least two separate categories.
 - a. Open Market Sales: This type of sale includes goods which upon arrival have no regular outlet, and are sold on the open market at the highest price obtainable from competitive buyers.
 - b. Sales of Special or Premium Marks: This type of sale includes goods which upon arrival are either earmarked for sale in regular established outlets, or which because of the known quality of special marks, move readily in numerous competitive outlets at generally recognized mark-ups over some published quotation.
3. Jobbing Prices: This type of price includes smaller sized lots sold to retail distributors or other small lot buyers, and usually include additional service, such as packaging, extension of credit, and delivery.
4. Retail Prices: These are prices paid by the ultimate consumer who buys at retail. They cover a wide range, depending upon quality, brands, type of store, location of store, etc.
5. Exchange Quotations: If and when quotations are established by local Exchanges, they may be published as such on market reports.

"Futures" prices resulting from trading on the Chicago Mercantile Exchange, and prices resulting from trading on the Wisconsin Cheese Exchange at Plymouth, may also be published. Prices of this nature are carried merely as a matter of information, and should always be properly identified as to source.

PASSING REPORTS ON TURKEYS

(This description relates to passing reports on turkeys, which were discontinued in 1942. This action was taken because of the large amount of work involved in assembling and disseminating the information, compared to the apparent value attached to the information by turkey shippers and distributors.)

Passing report information on dressed turkeys formerly available was furnished by railroads during the active turkey marketing season in the fall and early winter. The reports covering designated gateways enroute to the destination to which they were billed at the time of passing. Reports were available prior to the arrival of cars at billed destinations, thus affording some idea of the movements to these destinations, and permitting diversions to be made if desired by the shipper or receiver. The reports applied only to shipments from Oklahoma and Texas. Arrangements in effect provided for reports on cars moving through Kansas City, St. Louis and Chicago, the gateway cars usually passed enroute to eastern destinations. At the time the reports were discontinued, arrangements were pending to include coverage of shipments from the far West and Northeast. Additional gateways would have been included. The value of such reports depends upon their use as day to day indications of a current season's movements, provided the information is promptly disseminated to interested persons. Misunderstanding regarding the purpose and significance of the information provided was a contributing reason for passing reports being discontinued.

STOCKS

Cold storage stocks of butter, cheese, shell and frozen eggs, and frozen poultry are compiled from voluntary reports obtained regularly by telephone or telegraph from cold storage warehouse operators. All daily storage reports are compiled in field offices. Some of the information for the weekly "35 cities" report is assembled at certain field offices, but this report is compiled for publication by the Washington office.

Cities for which reports of cold storage movements are compiled daily are: New York, Chicago, Philadelphia, Boston, Providence, Buffalo, Pittsburgh, St. Louis, Kansas City, Omaha and San Francisco. Figures

are released separately for New York, Chicago, Philadelphia, Boston and San Francisco, and as a combined total for the other six markets.

Cities included in the weekly "35 cities" report include: New York, Chicago, Philadelphia, Boston, Providence, Buffalo, Syracuse, Cuba, N. Y., Lowville, N. Y., Pittsburgh, Cleveland, Detroit, Minneapolis, St. Paul, Milwaukee, Plymouth, Marshfield, Green Bay, Wis., Denver, Kansas City, St. Louis, Omaha, Portland, Seattle, San Francisco, Los Angeles, Springfield, Mass., Cincinnati, Duluth, Ft. Worth, Dallas, Petaluma, Santa Rosa, Oakland, and San Diego.

Monthly cold storage stocks are released about the 15th of each month, and show total U. S. stocks. These figures are compiled in Washington from information furnished by individual warehouses.

All storage stocks are reported in terms of net pounds, except eggs which are in terms of 30 dozen cases. Goods held in bond, if any, are included in storage reports.

In instances where figures for individual markets are not released separately, it is due to the fact that certain of the local cooperating storages have not given their approval, or because the number of storages is so small that a release for the market might reveal operations of individual firms.

Current trading stocks (i.e., stocks on dealers' floors) of butter and eggs are compiled and released once each week at New York City, Chicago, Philadelphia, and Boston. At Chicago, the report includes butter and eggs in cars on private sidings and cars on public team tracks. The latter are published separately daily. Data for current trading stocks are furnished on special forms mailed regularly by selected groups of wholesalers, jobbers, and chain-store companies, which include the larger receivers and distributors located in different areas of the respective markets.

Stocks of butter and eggs on team track are reported at Chicago only. This information is compiled by the railroads from waybills, and the summarized report shows the numbers of cars of butter and eggs on public team tracks (track on which cars are placed for public use in loading and unloading). Cars on private sidings (side track owned or leased by an individual or firm) are not included in the team track report. Cars which have been carried on team tracks in excess of 1 day are classed as "old cars", and cars on tracks for 24 hours or less are classed as "new cars". Cars on track are included in local receipts. On account of the central location of Chicago, some cars move there which may be later shipped or diverted, but so long as these cars are on team tracks, they represent a part of the potential local supply.

MISCELLANEOUS STATISTICS

Trade output is a calculation designed to show the apparent movement of goods through designated trade channels during a given period. Trade output in a given market does not represent actual consumption, due to inter-market shipping. Making the calculation for a single market or a group of markets, requires data regarding market receipts, changes in stocks in cold storage and on dealers' floors.

Retail movements of butter and eggs compiled at several markets, are merely movements into retail stores, as reflected by deliveries from chain store warehouses or sales by wholesale or jobbing distributors to individual stores, and at Chicago sales through retail milk routes. Because of the frequent turnover of retail stocks of these commodities, it is reasonable to assume that the retail movements reported reflect current movements into consumption.

Weekly butter and cheese production reports compiled by the Bureau of Agricultural Economics are estimates made on the basis of information received by that Bureau from representative plants. The butter production report of the American Butter Institute covers creameries of the centralizer type.

The "Chicago feed-egg ratio", published each week is based on Chicago prices of eggs and a given poultry ration. The calculated "ratio" means that at current prices, the designated number of dozens of eggs is required to equal the cost of 100 pounds of feed. The feed-egg ratio varies with changes in egg and feed prices, and at different seasons of the year.

STATISTICAL COMPARISONS AND AVERAGES

Since it is a common practice among the dairy and poultry trade to make comparisons between periods, practically all dairy and poultry market reports carry comparative figures. In the case of annual, monthly, and first-of-the-month comparisons, it is a simple matter to show exact corresponding periods. Calendar weeks, however, include different dates each year, for which reason weekly comparisons on an exact date-to-date basis are impractical. A comparison by calendar weeks, each of which includes all business days of the weeks for the year compared, is of more value than a strict date-to-date comparison.

All the statistics described are compiled from original data obtained through the voluntary cooperation of individuals and firms. Without this cooperation these statistics could not be made available.

III. Organization of the Market News Division

The Market News Division is one of the several Divisions of the Dairy and Poultry Branch. Its principal activities are conducted through field offices located in important markets in different sections of the country. Other Divisions of the Branch are, Poultry Products, Dairy Products, Fluid Milk, Order Administration, and Inspection and Grading. The activities of all Divisions are outlined in Dairy and Poultry Branch Memorandum No. 6, dated July 24, 1944. The attached charts show the organization of the Market News Division and its relation to the Branch.

WAR FOOD ADMINISTRATION
Office of Marketing Services
Dairy and Poultry Branch
Market News Division

OFFICE OF THE BRANCH CHIEF

MARKET NEWS DIVISION

1. MARKET NEWS SERVICE. Directs the market news service; collects, compiles and issues by mail, telegraph, radio, press, or otherwise, daily and/or weekly information regarding marketings, shipments, market receipts, stocks, market movements, prices and market conditions for dairy and poultry products.
2. PERIODIC REPORTS. Prepares and distributes periodic reports to producers, distributors, and consumers.
3. MARKET NEWS STUDIES. Conducts studies of changes in marketing practices as they relate to market news; adequacy of coverage in reporting markets, and utilization of market information.
4. FEDERAL-STATE COOPERATION. Contacts State agencies regarding market news service for the purpose of coordinating market news work and developing Federal-State Cooperative market news projects.

MARKET NEWS FIELD OFFICES

Boston	Baltimore ¹	Fort Worth ¹
Chicago	Denver ¹	Los Angeles ³
New York	New Orleans ¹	Portland ³
Philadelphia	Pittsburgh ¹	San Francisco ³
	Detroit ²	Seattle ³

Supplementing the above are the following:

- a. A cooperative agreement with the Virginia Division of Markets covering Richmond and approximately 50 egg receiving stations in Virginia for collecting and compiling information on receipts and prices paid producers.
 - b. Agreements with other Branches at 10 additional cities to collect information regarding local cold storage movements.
1. Joint with Fruit and Vegetable Branch
 2. Joint with Michigan State Department of Agriculture
 3. Under technical supervision of Officer in Charge of market news office at San Francisco.

IV. Operating Policies of the Market News Division

A. Price Reporting Policy: The following is the policy in reporting prices:

1. Reports shall include prices on all grades or classes entering current trading, except as hereinafter mentioned. Prices shall be reported to show ranges for particular grades or classes when such apply to actual trading.
2. Prices shall be based upon reports of actual transactions made for cash or short time credit, consideration being given to the prices at which the larger quantities are bought or sold, except under the following conditions:
 - a. When no actual transactions are reported on a particular grade, but transactions are reported on higher or lower grades, the reporter may report a price on such a particular grade, which according to his own judgment, represents the true value of such, consideration being given to
 - (1) The usual price differential between that grade and other grades.
 - (2) Bids and offering prices for such grade.
 - (3) The general tone of the market.
 - (4) Jobbing prices asked by jobbing distributors on the grade in question, i.e., whether changed or not.
 - b. When under limited trading, price ranges previously reported are not fully supported by current trading on a given day, the range may be narrowed by raising the lower limit, or lowering the upper limit, as is warranted by actual trading.
3. No prices shall be reported on a grade or class under the following:
 - a. When, under the above mentioned conditions, no fair price can be arrived at in the mind of the reporter.
 - b. When there are no transactions reported on any grade or class and the tone of the market is noticeably different than the preceding day.

4. Reporters must assume responsibility for prices reported and keep notes which will support them. (Sec. "G")
5. Inasmuch as reporters are required to depend upon the buyer's or seller's opinion regarding quality, they should at all times question prices which seem to be out of line with general market conditions, and, if possible or convenient to do so, examine the product in question (or have it examined by an official grader), in order to ascertain the quality.

(The above policy with minor revisions is the same as adopted in 1921)

- B. Coverage in Reporting Prices: In reporting prices there is always the problem of appraising price information obtained daily from the trade. Since the purpose of the market news service is to "cover the market", there must be substantial reason in the mind of a reporter if any price information is omitted. Reporters can not properly omit prices just because they appear to be "out of line". To do this may be to defeat the very purpose of the service. If any dealers pay more or less, or sell for more or less than previously reported prices, this should be shown in the report, unless such purchases or sales are obviously off-grade product, or the transactions are clearly out of the category covered by the particular type of price involved. An exception to this is volume, i.e., extreme prices for unreasonably small quantities. To "alibi" prices out of the picture which do not appear to fit into a situation from the standpoint of a market dealer is not approved.

Reporting of prices is one of a market reporters most important responsibilities, which he alone must fully assume. The Washington office can outline policy and technique, and may raise questions regarding prices which have been published, but the reporter himself is the one to determine what prices shall be published from day to day. Trade pressure will favor certain restrictions, and reporters must be on their guard constantly to resist such pressure. Confidence in the service is lost if buyers or sellers see prices in our reports which they know from their own operations are incomplete or inaccurate.

Many concerns in the industry prefer to see single prices published rather than price ranges, since a single price serves as a more satisfactory buying or selling base for traders, and tends to eliminate controversies between buyers and sellers. At some times a single price properly reflects the market, but at other times (probably most of the time) it does not. The purpose of showing the range if and when goods of a given grade or class sell at more than one price, may be summed up as follows:

1. To give a complete picture of a current price situation, - not the minimum, nor the maximum, nor the average. (A 36¢ price, for example, might be the average of 30-42¢, 34-38¢, 35-37¢, or 35 3/4 to 36 1/4¢.
2. To place shippers and producers on a more nearly even bargaining level in dealing with market receivers who are in a position to know the current peculiarities of the market which the shipper frequently does not know.
3. To discourage the payment of premiums, since a proper price range is all inclusive.
4. To avoid criticism that published prices are not complete and accurate.
5. To place the market reporter in a less vulnerable spot.
6. To avoid "making" the market.

On the assumption that price reporting is accurately done, the only justification against showing complete price ranges would be inability to secure complete information.

- C. Price Reporting Records: Market reporters should maintain some type of note book record of sales volume and price information in their daily canvass of markets. With the coverage of additional products, numerous grades and classes, and the increasing pressure for accuracy, such records become increasingly important from the standpoint of the reporter himself. Having such detail, he is in a better position to properly write up the market. Every reporter must at all times be in a position to furnish supporting evidence for prices reported.
- D. Market Coverage: The extent to which a market shall be covered is under the control of individual market reporters, and can best be determined by them. Any tendency to use certain limited contacts must be avoided. Should it be found difficult to obtain information from what is regarded as logical sources, every other means of getting such information should be exhausted. When or where proper cooperation is not forthcoming from the "egg man" or the "butter man" handling these commodities for individual concerns, it may be desirable to go higher up in the organization with the problem. There may be some cases where full cooperation may not be secured even through this means. It may pay to continue contacting such firms more or less regularly, as information from them can frequently be used as "leads" to more reliable sources. If information from a seller is of doubtful accuracy, it is sometimes possible to obtain the true facts by contacting buyers, and vice versa.

Coverage is also important in connection with statistical information. Systematic review of lists of reporting firms is advisable, with follow-up by personal interview, special letter or form letter, as may be deemed advisable.

Market reporters who do not make every effort to develop and maintain adequate coverage are in a vulnerable position themselves, and open the way for just criticism of the service.

- E. Trade Pressure: Some members of the trade, for selfish reasons, are inclined to furnish market reporters with information only which will result in prices being reported that are favorable to their own interests. Certain dealers always stress low prices, others stress high prices, while many give information without bias. Obviously, full coverage requires that information be obtained from all segments of the trade in proper proportions.
- F. Reporting of OPA Price Violations: When bona-fide information is available relative to transactions at prices which are in violation of price ceilings established by the Office of Price Administration, such prices should be published. As is the case with respect to all other information compiled and released by a local office, local representatives are responsible for the price information published under these conditions. When it is impossible to obtain complete or accurate information regarding transactions which represent OPA price violations, one of the following statements may be carried in the published report.
1. When the condition applies to part of the transactions of a particular product, but not all transactions:

"Prices shown reflect sales reported within existing price control regulations, but do not cover other sales on the market for which prices were not obtainable."
 2. When the condition applies to all transactions:

"Demand for all grades (or classes, as the case may be) exceeds supply, and there are such variations in prices that they are not being reported."
- G. Handling of Confidential Information: Information of a confidential nature obtained from individuals or firms such as receipts, sales, stocks, prices, etc., is to be strictly regarded as such. Carelessness in handling same will be sufficient cause for separation from market news work.

- H. General policies and administrative regulations of the Department apply to all market news operations.
- I. Private dealing in dairy and/or poultry products by representatives of the Division, either for personal accounts or the accounts of others is not approved.
- J. Personal favors should not be requested of members of the trade. Such relations are likely to incur obligations which will result in unfavorable public criticism.
- K. Disclaimer Clause: Names of dealers may be furnished producers upon request, but letters containing such information must include the following:

"It is generally impractical to give a complete list of dealers, and in furnishing a partial list in an effort to aid you, it should be understood that no discrimination is intended and no guarantee of reliability implied."

1. The first part of the document is a list of names and addresses of the members of the committee.

2. The second part of the document is a list of names and addresses of the members of the committee.

3. The third part of the document is a list of names and addresses of the members of the committee.

4. The fourth part of the document is a list of names and addresses of the members of the committee.

5. The fifth part of the document is a list of names and addresses of the members of the committee.

6. The sixth part of the document is a list of names and addresses of the members of the committee.

V. Cooperation With Other Agencies

The policy of the Market News Division is to cooperate with State agencies where the latter are so organized as to provide for cooperative work. Such work is carried on under formal cooperative agreements developed by the Washington Office.

In several markets, arrangements have been developed with the Market News Division of the Fruits and Vegetables Branch for the joint handling of market reports on dairy and poultry products, and fruits and vegetables. The arrangements in such cases are developed by the Washington offices of the two Branches.

While market news and grading are now operated independently as separate projects of the Dairy and Poultry Branch, the original arrangements which provided for joint operation of the two services are still in effect in several field offices. The arrangements for division of time and assignments of personnel are worked out in Washington by the two Divisions, - Market News, and Inspection and Grading.

VI. Plan of Joint Operation in Market News Field Offices

1. Joint operation includes only mimeograph, addressograph and mailing work in connection with issuance of market reports, and other incidental work immediately related thereto. (At New York, Philadelphia and Boston teletype service is also included.)
2. Joint Operating Committees shall be organized at field offices where two or more market news divisions are housed in the same building, and shall include all representatives in charge of the local market news services.
3. Joint Operating Committee Chairmen and Vice Chairmen, selected from local market news representatives, will be appointed from Washington. Chairmanship of the Committee shall be limited to one year and shall rotate among Divisions, as per tentative schedule attached.

The Chairman shall be responsible for

1. Supervision of mimeographing and mailing work including personnel.
2. Administrative supervision of teletype operator (at New York, Philadelphia and Boston only) as outlined in memo from Administrative Services Division.
3. Furnishing of monthly reports as per attached form to local market news offices of each Commodity Branch concerned as to quantities of supplies used by each, with copies for Washington branches.
4. Order needed market news supplies, including paper, stencils, ink, teletype rolls, and miscellaneous office supplies. Individual orders for supplies shall be charged in full to a single Commodity Branch market news allotment. Successive orders for supplies shall be charged to the various allotments in proportion to the quantities used by the respective local commodity market news services. Orders shall clear through the local representative of the Branch concerned with such charge.

The Chairman shall be authorized to

1. Employ temporary emergency mailing room help subject to approval of the Washington Branch and the appropriate area personnel office carrying salary at the minimum rate of the classification grade of regular employee being relieved.

2. Employ temporary teletype operator in emergency as authorized by the Chief, Leased Wire Section, Administrative Services Division, Washington and by the appropriate area personnel office.
3. Have emergency repairs made on machines and buy emergency supplies in accordance with General Administrative Instructions No. 3000.
4. Arrange leave of joint employees under his supervision, in collaboration with local representatives of branches carrying salaries of these employees.
5. Develop plan locally insofar as feasible for utilizing spare time of teletype operator for other work connected with joint operation, or in market news offices. (New York, Philadelphia and Boston only.)

SCHEDULE SHOWING FISCAL YEARS IN WHICH BRANCH REPRESENTATIVES
WILL SERVE AS CHAIRMAN OF JOINT OPERATING COMMITTEES

City	1944-45	1945-46	1946-47	1947-48
Boston	Dairy and Poultry	Fruits and Vegetables	Dairy and Poultry	Fruits and Vegetables
New York	Livestock	Dairy and Poultry	Fruits and Vegetables	Livestock
Philadelphia	Fruits and Vegetables	Dairy and Poultry	Fruits and Vegetables	Dairy and Poultry
San Francisco	Grain Products	Fruits and Vegetables	Dairy and Poultry	Livestock
Los Angeles	Fruits and Vegetables	Dairy and Poultry	Fruits and Vegetables	Dairy and Poultry
Portland	Dairy and Poultry	Grain Products	Fruits and Vegetables	Dairy and Poultry
Seattle	Dairy and Poultry	Fruits and Vegetables	Dairy and Poultry	Fruits and Vegetables

WAR FOOD ADMINISTRATION
Office of Marketing Services

End-of-Month Inventory Report

Field Office at _____ Month _____

	Paper	Ink	Stencils
On hand 1st of month			
Received during month			
Used during month			
On hand close of month			
Ordered but not received			

Estimated Quantities Used During Month

Dairy and Poultry Branch			
Fruits & Vegetables Br.			
Livestock Branch			
Grain Products Branch			

Signed _____
Chairman-Joint Operating Committee

VII. Responsibilities of Market News Field Representatives

Field office representatives are fully responsible for the work in local offices which is carried on under their direction.

1. Office Management: Clerical assignments should be made in field offices in such a manner as to distribute the load of clerical work evenly and to utilize the full time of employees. Detailed work assigned to individuals should be in line with the responsibilities of their particular grade, as well as their job description. When changes in assignments warrant revision of a job description, action to that end should be initiated. No permanent major changes in assignments should be made without the job description being revised within a reasonable time, according to proper administrative procedure. In cases where questions arise on such matters, inquiries as to procedure should be addressed to the Chief of the Market News Division.
2. Local Contacts: Local contacts, except those involving arrangements with railroads, are to be developed and maintained by field office representatives. (See Section IX, "Contacts with Sources of Information".) Dealers and others who furnish information relating to their own operations should be assured that it will be regarded as confidential. Field office representatives are responsible for seeing that such information is so handled in their respective offices as to safeguard confidence.
3. Releases: No information shall be released which is of a confidential nature. Releases should be confined to factual material, and should not contain predictions, or forecasts, except as such may be directed through the Washington office. Regular market releases should be made available at approximately the same time each day, but should not be released to any person, firm or agency, until available for all. Common trade terminology may be used, but highly technical terms should be avoided, since market reports reach many "average" persons who may not be familiar with them. In general, simple language is preferable.
4. Correspondence: Copies of all letters sent out from field offices, except letters addressed direct to the Division, should be sent to the Chief of the Market News Division in Washington. Such copies should be sent currently at the time of mailing the original letters.
5. Joint Operation: All matters dealing with mimeographing and mailing operations which are handled jointly with other Branches are the responsibility of the Chairman of the Joint Operating

Committee. (See Section VI, "Joint Operation".) Periodically, local representatives of the dairy and poultry market news service offices will be requested to serve as chairmen of local joint operating committees.

6. Leave: Representatives in charge of field offices are responsible for approving leave of employees in their respective offices. Requests for approval of their own leave should be referred to the Chief of the Market News Division in Washington. Leave for no employee should be requested or approved for a period during which absence of the employee will interfere seriously with operation of the local office.
7. New Projects: It is the responsibility of field office representatives to appraise the work of their respective offices, and to offer suggestions for changes or improvements in types of information, nature of releases, new types of service, etc. Proposed changes should have the approval of the Washington office before being put into effect.
8. Contact With Office: The most satisfactory service in a local field office is possible only when the work is properly organized and supervised. Field office representatives should be familiar with all methods used in collecting and compiling information, and should be able to personally handle all phases of the local work, (except stenographic). A personal interest in all local work is essential. When market reporters are required by the nature of their work to be away from the office for extended periods during the day, they should keep in touch with the office by telephone. The practice of going direct to the market in the morning instead of to the office should not be followed unless it represents a substantial saving of time. When for any reason, the man in charge of a field office is not at his office when the business day begins, he should check in by telephone within a very few minutes of the opening time. He will thus be assured that the office is ready to operate normally, or can make such arrangements as are necessary in the event any unusual situation exists.
9. Maintenance of Files: Permanent files of all market reports issued locally, and all outgoing and incoming correspondence are to be maintained in local field offices. Files of incoming forms, work sheets and other non-published material should be maintained. Permanent files of market reports should be bound, preferably by perforating them at the top and binding between card board or fibre board covers by the use of metal paper fasteners or cord.

Disposition of surplus material shall be governed by existing administrative regulations. Information regarding the regulations in effect at a given time will be furnished by the Washington office upon request.

VIII. Supervision of Field Office Operations

1. Field Offices of Market News Division (Dairy & Poultry Branch)

Supervision of these offices, except as indicated herein, is directed from the Washington office. Supervision of technical (non-policy) operations at Los Angeles, Portland and Seattle, is handled through the San Francisco office, which in turn is directly responsible to the Washington office. In offices operated jointly with the Inspection and Grading Division, supervision of market news work proper is handled as above indicated. Market news matters of an administrative nature (non-technical) in joint offices are supervised locally by whichever representative of the two Divisions has been designated as "administratively in charge" of the local office. He in turn will handle administrative market news matters directly with the Market News Division in Washington. The Market News Division is the Washington contact for field offices on all matters, and communications should be addressed to the Chief of the Market News Division, who in turn will refer those dealing with administrative detail to the Administrative office of the Branch for attention. This procedure enables the Market News Division to be informed of all field office problems, and eliminates confusion which would otherwise occur.

2. Field Offices Operated Jointly with Other Branches

Supervision of dairy and poultry market news work (technical) in field offices operated jointly with other Branches is directed from the Washington office of the Market News Division, Dairy and Poultry Branch. All matters of an administrative nature in such offices should be handled direct with the Washington Branch to which the representative in charge of the local office is attached. That Branch will in turn contact the Dairy and Poultry Branch as may be required by the particular matter involved.

[illegible][illegible]

10. The following table shows the number of people who have been convicted of a crime in the United States since 1970. The data is presented in millions of people.

IX. Contacts with Sources of Information

Information collected by market news offices is secured from members of the trade, or others, on a voluntary basis. Contacts with those who furnish information must be made with this in mind. Since the furnishing of information to market news offices is not compulsory, contacts with individual dealers or firms should stress (1) the purpose and value of assembled data relating to specific market conditions; (2) the fact that such information for the market as a whole will be made available; (3) the assurance that confidential information will be regarded as such; and (4) the advantage of having such work done by an impartial Governmental agency which has no financial interest in the product or products concerned.

The making of arrangements for securing basic data to be used in market reports requires certain qualifications on the part of field office representatives. These are, (1) that he be informed regarding markets and marketing practices; (2) that he thoroughly understand the project and the value and use to be made of the type of information concerned; (3) that he know what is wanted, in detail; and (4) that he fully understands the need for securing information from the particular individual or firm, i.e., the relation of the latter to the problem at hand. All public contacts require tact, judgment and self control. This is particularly true in cases where there is any apparent lack of cooperation. In these cases, an additional point to be stressed in addition to those indicated above, is that the value of market news depends to a large degree upon the extent of coverage and full cooperation by the trade.

Arrangements with railroads are handled by the Transportation Specialist from Washington, unless field representatives are advised to the contrary. Major problems arising out of rail reports should be referred to the Market News Division in Washington.

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X. Schedules, Forms and Questionnaires

No schedules or forms are to be used for collecting information from members of the trade or from other branches of industry, unless previously approved in Washington. This approval is necessary in order to meet a requirement of the Bureau of the Budget. Field offices are responsible for maintaining adequate supplies of forms used locally. Orders for new forms or for replacements of existing forms should be submitted to the Washington office in time to allow for a minimum of three months for delivery.

[illegible]

1. The first step is to identify the problem. In this case, the problem is that the company is not meeting its sales targets.

XI. Handling of Market Statistics

Market statistics represent one of the most valuable types of market news to dairy and poultry interests. For this reason, considerable effort is justified in order to provide suitable material of this nature. The importance of completeness and accuracy must be emphasized to every employee who handles the collection and compilation of statistical data. All figures should be thoroughly checked before releases are made.

Unless otherwise indicated, averages in dairy and poultry market reports are calculated as simple averages only, i.e., they are not weighted according to volume, season, etc. Thus, the average price of a given grade or class during a given month is merely the sum of the daily prices divided by the number of days involved. In making weekly or monthly price averages, the entire price range, if any, for individual days or weeks should be taken into consideration. Price averages should not be published which represent only the high, or the low, of price ranges. Monthly price averages should not be published if prices are missing for 5 or more consecutive business days within the month. When 5-year averages are shown, they should cover the designated period during the preceding 5 years.

In the compiling of market statistics regularly from day to day, there is bound to be some lack of precision. This need not detract from the value of such data. Information ceases to be market news if it is not timely. For this reason, it is impossible to follow the procedure which would be followed in a research project where timeliness is less of a factor. This, however, does not lessen the importance of full effort to insure complete coverage.

XII. Preparation of Market News Releases

The purpose of market reports is to furnish readers with pertinent information regarding market situations. If the reports fail in this, their primary function is not served. All market releases should be prepared with this in mind.

Market comments should cover the following specific points, namely, (1) tone of market; (2) trend of market; (3) price changes, if any; and (4) reference to supply and demand conditions. They should also mention pertinent developments. Unless actual prices are shown separately in a price table, dollars and cents price should appear in the comment. Except where price tables are shown, comments should never read merely that prices are "unchanged", since the use of that information requires that the reader have a knowledge of the prices previously reported. Such information may not be readily available. All releases given press associations, newspapers and radio stations should show dollars and cents prices.

Preparation of comments for daily reports or reviews should avoid the inclusion of statements which are of such a general nature that their meaning is indefinite. They should take into consideration the possibility that the reader may not be well informed, therefore, information must be presented in a manner and style to be readily understood. Since market reports go to persons at all levels of education and experience, the style, language and terminology are all important points to be kept in mind. The safe thing to do is to prepare comments which it is believed the average person will likely understand, rather than prepare them for the trained specialist or the market dealer who is in close touch with immediate market developments.

Since prices and market comments are of the most general interest, such material should be carried on the front page of market reports. Comments from other markets may be carried on local reports to the extent that they are of local interest and value, and space permits. Where space is available on the reverse side of the report, comments may be carried over from the front page.

Special announcements may be carried on market reports as advised by the Washington office. Such material is of interest to readers, although not strictly market news. It should preferably be carried at the bottom of the front page. The foregoing applies also to information from other agencies, such as production reports issued by the Bureau of Agricultural Economics.

Statistical tables should be shown on the second page of the report, and always as nearly as possible in the same relative position on the page.

Flexibility of space is limited on mimeographed reports, as compared with printed reports. Therefore, as new material becomes available for an already crowded report, other material must be dropped, or the information further crowded. However, material on market reports should not be so crowded as to discourage its use, or to make it difficult to locate the particular information desired.

Appearance of reports is to a large degree dependent upon the interest and skill of the clerical staff in preparing stencils. Clerical employees handling all phases of stencil and mimeograph work should have their attention called to the importance of attractive reports. Failure to respond should be reflected in efficiency ratings.

The first issue of a local report should be numbered "Volume I, No. 1", and succeeding issues numbered consecutively. Volume numbers are changed each January 1 and July 1.

XIII. Dissemination of Market News

Market information is disseminated to the public through mimeographed reports, by radio, press, commercial news dispatches (CND), through Exchanges and trade associations, and by commercial telegraph and telephone.

Mimeographed market reports, which are available for free distribution to all who request them, afford the outlet for complete information regarding a local market, and for such information from other markets as may be of interest to local mailing lists. All mimeographed reports should follow the same general setup as outlined by the Washington office, insofar as possible, in order to maintain uniformity.

Radio and press outlets should be used to the fullest possible extent. Arrangements with such outlets may be made through the Marketing Reports Division. If representatives of that Division are not stationed in the local market, instructions for making local contacts will be furnished upon request to the Market News Division.

Commercial news dispatch (CND) services conducted by the commercial telegraph company afford a means whereby distant producers, shippers, etc., may obtain market information promptly and regularly at relatively low rates.

Exchanges operated in local markets afford another means for quick dissemination of market information to local dealers who operate on their trading floors. In some cases, ticker service facilities with country-wide connections are operated from Exchange floors, and this is a means for the fast movement of pertinent market news to subscribers of that service.

All outside agencies using market news supplied by local field offices should be requested to give proper credit for it.

Market news information must not be given to any agency until available for general release.

Handwritten title or section header.

First paragraph of handwritten text, starting with a capital letter.

Second paragraph of handwritten text, continuing the narrative.

Third paragraph of handwritten text, starting with a capital letter.

Fourth paragraph of handwritten text, starting with a capital letter.

Fifth paragraph of handwritten text, starting with a capital letter.

Sixth paragraph of handwritten text, starting with a capital letter.

Seventh paragraph of handwritten text, starting with a capital letter.

XIV. Leased Wire Service

1. The leased wire of field offices is under the control of the Administrative Services Division at Washington. Special teletype operators are employed at relay points (Washington, Chicago, Kansas City and San Francisco) and at New York, Philadelphia and Boston. Operators at the three latter cities are responsible to the Chairmen of the Joint Operating Committees **at these** points. (See "VI, Plan of Joint Operation in Market News Field Offices.")
2. The leased wire is maintained for the express purpose of transmitting wires relating to market news and market news operation. It is to be used regularly for the transmission of all market information between offices which have leased wire facilities, except as may be arranged otherwise in special cases. It should not be used for general communications purposes except where the use of regular or air mail would unduly delay the handling of special matters.
3. Market information for transmission over leased wire should be filed, as soon as available, with the local leased wire operator.
4. Commercial wires should be used for transmitting market information in emergencies only, when temporarily for any reason transmission via leased wire is not possible. This does not apply to offices, if any, which do not have leased wire facilities, or in cases where special arrangements have been approved.

XV. Mailing Lists

Mailing lists are to be maintained in field offices for the purpose of furnishing market reports to persons or firms requesting them, except in offices where all releases are made by press or radio. The mailing of reports to persons or firms requesting them should be started immediately following receipt of requests, hand addressing them until plates ordered are received. The mailing of market reports promiscuously to general lists of names is not approved. Mailing lists should be circularized at least once each year. Attached is a copy of the approved circularization form. Returns following circularization should be checked promptly, and necessary changes made on active lists.

WAR FOOD ADMINISTRATION
Office of Marketing Services
(Local Office Address)

(Date)

IMPORTANT NOTICE

Federal regulations require annual circularization of mailing lists for Government publications. Your name is now on the mailing list to receive one or more of the following publications:

(List)-----
(of)-----
(Reports)-----

If you desire to receive any of these reports for another year indicate which by marking an X in the square following the name of the report and return this form to:

War Food Administration
Office of Marketing Services
Dairy and Poultry Branch
(Local Office Address)

If no reply is received within thirty days, we shall assume that you no longer desire to receive these reports and your name will be dropped from the mailing list.

We shall appreciate your answer to the following questions and any comments you may care to make, as an aid to us in making the reports more useful to you.

1. What items or types of information are most useful to you? _____

2. What additions or changes in the reports would make them of greater value to you? _____

(For further comment, use other side)

Indicate below if address is different from that shown at the bottom of this sheet.

Name _____
Street or P.O. Box _____
City _____ Zone _____ State _____

Present
Address

XVI. Market News Surveys

Market reporters are in the most favorable position to appreciate the need of studies being made of specific local problems, such as adequacy of coverage, etc. Studies of this nature should be remembered where needed. The policy is to encourage such surveys, and to make them provided personnel is available for this special work. The interest and support of research agencies, principally Colleges of Agriculture, has been obtained in several instances, with the result that cooperative projects were initiated and completed. The negotiations and arrangements for work of this nature are handled by the Washington office.

XVII. Market News Division Letter

As a means of keeping field offices posted regarding pending developments in Washington, and developments in other offices which are not the subject of comment in published reports, a Market News Division Letter is sent periodically to market news field offices. This was started on a weekly basis, but may be sent less frequently as future conditions warrant. In order to assure the widest dissemination among these offices of interesting information relating to unusual developments, trade reactions, etc., all field office market news representatives are requested to contribute comments covering their respective markets. Items in the Market News Division letter marked "Confidential" must be strictly observed as such.

The attached form provides a convenient and uniform plan to follow in sending information from field offices to the Washington office for use in the Division Letter.

DAIRY AND POULTRY BRANCH
Market News Division

Inter-Office Memorandum

Week Ending _____ Office at _____ Reported by _____

Unusual
Developments
or
Trends

Trade
Reactions

Market
Practices

Market News
Problems

New Contacts

Personnel